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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of : Peter M. Black et al.

Examiner: Bartuska, Francis John

Application No. : 09/738,471

Group Art Unit: 3627

Filing Date : December 15, 2000

Art Unit : 3627

Title : TARGETED E-COMMERCE SYSTEM

Commissioner for Patents
PO Box 1450
Alexandria VA 22313-1450

October 8, 2004

PRELIMINARY AMENDMENT

Sir:

In conjunction with the filing of a Request for Continued Examination, please amend the above identified application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks begin on page 6 of this paper.